

The narrative of effective content marketing on any platform, in any language - 2 Nov 2015

BY LEIGH ANDREWS



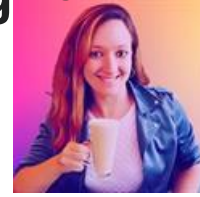
We kick off this week's in-depth articles with an overview of Friday night's Pendoring award winners. Danette Breitenbach attended and spoke to the night's big winners, Dominique Swiegers and Stephne de Villiers from King James Group, who took home the [Pendoring Awards Prestige Award](#) as well as a gold in the Live Events & Activations & Direct Communication category for their Sanlam Musiekfees campaign. [Click here](#) for a gallery of the 2015 Pendoring award winners and [here for social pics](#).

Tamsyn Kiddle also looks at the [power of social media](#) for business-to-business marketing. She explains why B2B marketers favour the 'big three' social networks as marketing tools and offers five key benefits of using social media in a business context.

I also delved into the [Narrative behind winning content marketing](#), by getting Narrative's Content Director Robyn Daly to share their secret at coming out on top at the SA Publication Forum Awards.

Hope this provides some creative inspiration as we ease into the end of the year...

Leigh Andrews



Andrews was on the inaugural Marketer of the Year

(MOTY) jury for the 2019 [Marketing Achievement Awards](#) (MAA) as well as an #Inspiring50 2018 nominee herself, and judged over 500 entries for the most recent [Epica Awards](#) - the only creative prize awarded by journalists working for marketing and communications magazines around the world. She's also serving on the IAB (SA)'s #Bookmarks2020 Publisher panel.

Responsible for keeping a finger on the pulse of the latest happenings in the marketing and media industry, this is an almost 24/7 role that involves keeping one eye on your inbox with the other on your social media feed, to write breaking news stories and interviewing key people in the B2B space.

All made easier by 15 years of working for companies such as Microsoft, Kagiso Media, Fleet Street Publications, the Mail & Guardian Online, Caxton Community Newspapers and Newsclip's media, marketing and PR publications.

For more, visit: <https://www.bizcommunity.com>